

Hanging Rock State Park **Summary**

Hanging Rock State Park is located in the North District in Stokes County.

Hanging Rock State Park Visitors

In 2004, there were 329,520 visitors to Hanging Rock State Park. Of those, 62 percent (202,782) were from Stokes County (locals); 30 percent (99,441) were primary purpose, non-local visitors (visitors residing outside of Stokes County that are in the area for the primary purpose of visiting the park); and 8 percent (27,298) were casual use, non-local visitors (visitors residing outside of Stokes County that are in the area for reasons other than visiting the park) (Figure 33).

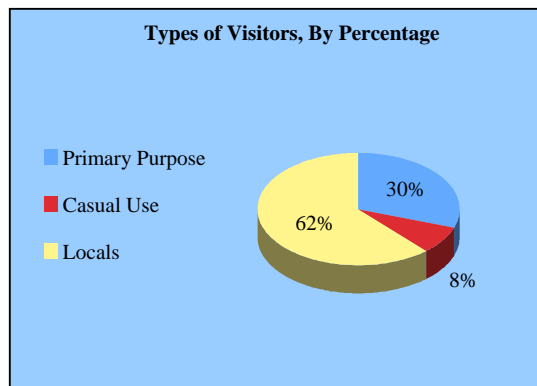


Figure 33. Hanging Rock - Types of Visitors

Visitors typically enjoy hiking, picnicking, swimming and camping at the park (Figure 34)

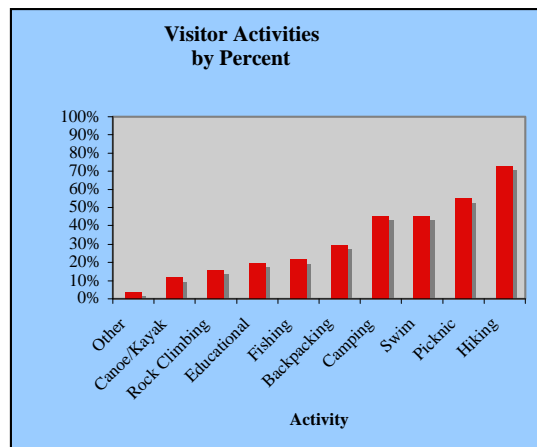


Figure 34. Hanging Rock - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Stokes County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,355,572 while visiting the region. A bulk of that amount was spent on auto expenses, groceries, and lodging (Figure 35).

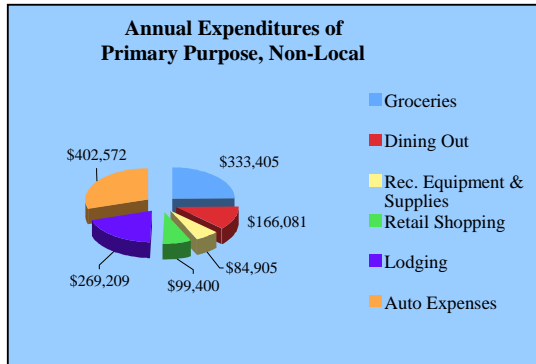


Figure 35. Hanging Rock - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Hanging Rock are especially important to the local economy. They bring and spend dollars from outside Stokes County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Hanging Rock State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,558,779. Most of this impact occurred in the form of spending for auto expenses, groceries and lodging (Figure 36).

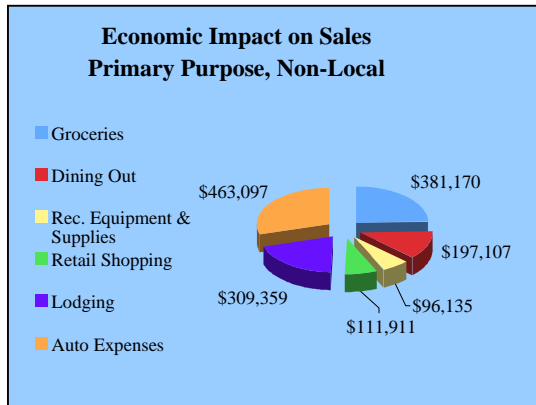


Figure 36. Hanging Rock - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$629,445 (Figure 37). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

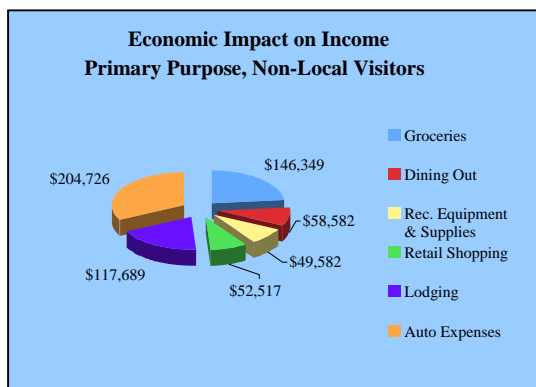


Figure 37. Hanging Rock - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 30.6 full-time equivalent jobs in Stokes County (Figure 38).

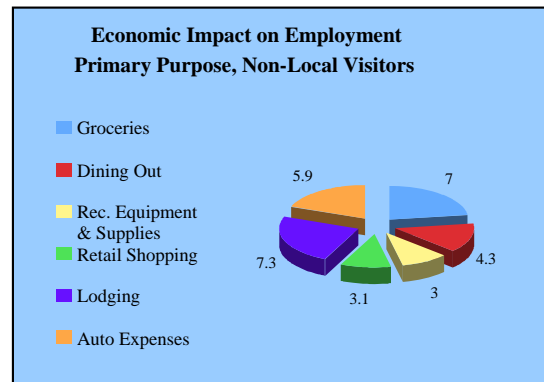


Figure 38. Hanging Rock - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$616,920. Table 10 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 10. Hanging Rock - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$744,425	\$2,303,204
Personal Income	\$542,203	\$1,171,648
Employment	16.1	46.7

How the State's Investment Benefits Stokes County

The state's operating budget for Hanging Rock State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Hanging Rock for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Hanging Rock State Park, that ratio is 1:2.8. Therefore, local residents receive a benefit of \$2.80 for every dollar the state invests.